

<i>SERFF Tracking Number:</i>	<i>PHYS-127357418</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>49485</i>
<i>Company Tracking Number:</i>	<i>PMA3564B-0811</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Med Sup/LTC</i>		
<i>Project Name/Number:</i>	<i>PMA3564B-0811/PMA3564B-0811</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup/LTC

SERFF Tr Num: PHYS-127357418 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 49485

Sub-TOI: MS09.000 Medicare Supplement
Other 2010

Co Tr Num: PMA3564B-0811

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara
Magee-Garcia

Reviewer(s): Stephanie Fowler

Disposition Date: 08/25/2011

Date Submitted: 08/05/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: PMA3564B-0811

Status of Filing in Domicile: Pending

Project Number: PMA3564B-0811

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 08/25/2011

State Status Changed: 08/25/2011

Deemer Date:

Created By: Sonya Dickey

Submitted By: Sonya Dickey

Corresponding Filing Tracking Number:

Filing Description:

RE: Medicare Supplement Insurance & Long Term Care Insurance Advertisement

Invitation to Inquire: PMA3564B-0811

Medicare Supplement Advertisement

Invitation to Inquire: PMA3565B -0811

Attached are copies of the above referenced material for your review and approval. This material will be used by licensed agents in your state to create an interest in our company and our following Policies/Rider:

Policies/Rider Medicare Plans Approval Dates

P020AR A 8-12-09

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P025AR F 8-12-09
P026AR G 8-12-09
P027AR High Ded F 8-12-09
P029AR N 5-11-11
High Deductible Premium Discount Rider B345 8-12-09

This material will be used by licensed agents in your state to also create an interest in the following Long Term Care policies:

Policies Approval Dates
POLICY APPROVAL DATE:
P145AR 8-11-04
P146AR 8-11-04
P147AR 8-11-04
P148AR 8-11-04

This material is similar to PMA3564B and PMA3565B which were previously approved on 2/2/2011 under Serff Tracking Number PHYS-127015805.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663. You may also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated.

Company and Contact

Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com
2600 Dodge Street 402-633-1663 [Phone]
Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company	CoCode: 80578	State of Domicile: Nebraska
2600 Dodge Street	Group Code: 367	Company Type:
Omaha, NE 68131	Group Name:	State ID Number:
(402) 633-1188 ext. [Phone]	FEIN Number: 47-0270450	

Filing Fees

SERFF Tracking Number: PHYS-127357418 State: Arkansas
Filing Company: Physicians Mutual Insurance Company State Tracking Number: 49485
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Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$50 per form 2 forms
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$100.00	08/05/2011	50409259

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	08/25/2011	08/25/2011

<i>SERFF Tracking Number:</i>	<i>PHYS-127357418</i>	<i>State:</i>	<i>Arkansas</i>
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Disposition

Disposition Date: 08/25/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3564B-0811	Filed-Closed	Yes
Form	PMA3565B-0811	Filed-Closed	Yes

SERFF Tracking Number: *PHYS-127357418* State: *Arkansas*
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Form Schedule

Lead Form Number: PMA3564B-0811

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 08/25/2011	PMA3564B-0811	Advertising	PMA3564B-0811	Initial			PMA3564B-0811.pdf
Filed-Closed 08/25/2011	PMA3565B-0811	Advertising	PMA3565B-0811	Initial			PMA3565B-0811.pdf

SAVE 10%

when you own a long-term care policy

Save 10% on your Medicare Supplement premiums when you own a qualifying long-term care policy.

See your agent/producer for more details!

Physicians Mutual Insurance Company offers Medicare Supplement and long-term care insurance. Physicians Life Insurance Company offers annuities. See back for additional information.

SAVE 5%

when you own an annuity

Save 5% on your Medicare Supplement premiums when you own a qualifying annuity with us.

See your agent/producer for more details!

Physicians Mutual Insurance Company offers Medicare Supplement and long-term care insurance. Physicians Life Insurance Company offers annuities. See back for additional information.

Physicians Mutual Insurance Company®
Physicians Life Insurance Company®
members of the Physicians Mutual family



Neither Physicians Mutual Insurance Company nor its agents/producers are connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

An agent/producer will contact you regarding this solicitation of insurance and provide complete details about these valuable options, including costs and limitations. Products and discounts are not available in all states. Policy/Rider Kinds: P020, P025, P026, P027, P029, B345; P145, P146, P147, P148; AP111, AP112, AP114, AP116, AP117

AR Insurance Producer License # _____

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Physicians Life Insurance Company®
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AR Insurance Producer License # _____

SAVE \$60.00

when you pay automatically

Save \$60 each year –

(that's \$5 per month) on your Medicare Supplement premiums from Physicians Mutual Insurance Company when you pay conveniently with Automatic Bank Withdrawal.

See your agent/producer for more details!

Additional information on back.

SAVE \$60.00

with a household discount

Save \$60 each year –

(that's \$5 per month) on your Medicare Supplement premiums from Physicians Mutual Insurance Company when someone in your home owns qualifying protection with us.

See your agent/producer for more details!

Additional information on back.

SAVE 10%

for not using tobacco

Save 10% on your premiums –

because you lead a healthy lifestyle and don't use tobacco. It's that easy to save money!

See your agent/producer for more details!

Additional information on back.

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